

TD Great Canadian Shoreline Cleanup

FACT SHEET

What:

The **TD Great Canadian Shoreline Cleanup** is a national conservation program that began as a small beach cleanup in 1994 with four employees from the Vancouver Aquarium who wanted to contribute to the Ocean Conservancy's International Coastal Cleanup. Now one of the largest cleanups in the world, our goal remains unchanged: to encourage Canadians to have a positive impact on their local environment by participating in our cleanup and removing harmful litter from local shorelines. This includes ponds, streams, rivers, lakes, wetlands and of course, oceans.

TD Bank Financial Group has supported this program for more than 12 years through its environmental foundation, the **TD Friends of the Environment Foundation**. In 2007, nearly 90,000 kilograms of shoreline litter was removed from 1,240 shoreline cleanup sites spanning a collective distance of 1,772 kilometres.

Who:

The TD Great Canadian Shoreline Cleanup is a perfect opportunity for school groups, community groups, families and concerned individuals to get involved in a hands-on conservation program.

In 2007, over 50,000 Canadians volunteered across the country to remove nearly 90,000 kilograms of shoreline litter from our waterways.

In 2008, we expect more than 70,000 participants to take part in the 15th annual TD Great Canadian Shoreline Cleanup and help us remove 100,000 kilograms of litter from our shorelines and waterways across Canada.

When:

The 15th annual TD Great Canadian Shoreline Cleanup runs from **September 20-28, 2008**.

Canadians can register for a cleanup in their community by visiting www.vanaqua.org/cleanup.

The registration deadline has been extended to September 7, 2008.

Where:

There are more than 1,000 shoreline cleanups taking place across Canada from coast to coast. To find a local shoreline cleanup, visit www.vanaqua.org/cleanup.

Why:

Every year over one million seabirds and 100,000 marine mammals and turtles die through entanglement and ingestion of litter. Furthermore, it is estimated that 80% of marine litter originates from land based sources.

Cleanups bring communities together to achieve a real, measurable impact on the environment both locally and globally. By participating in a shoreline cleanup, Canadians can change attitudes and behaviours towards littering our oceans and waterways.

How:

To register for the 15th annual TD Great Canadian Shoreline Cleanup – taking place from September 20-28, 2008 – visit www.vanaqua.org/cleanup.

There are three different types of cleanups to choose from: a “private” cleanup, a “public” cleanup and a “public drop-in” cleanup.

- o A “private” cleanup is closed to the public. Media are still welcome on the day of the cleanup to cover the event.
- o A “public” cleanup is open to the public and anyone wishing to join should go online to pre-register as a participant before August 31.
- o A “public drop-in” cleanup is also a site that is open to the public (pre-registration is not required). Volunteers are welcome to drop by on the day of the event. To find a local drop-in cleanup site, visit www.vanaqua.org/cleanup.

Additional Information of Interest:

Participation Highlights (1997 to 2007)

	Total	2007 only
Volunteers	180,533	52,263
Sites	4,871	1,240
Weight of litter removed (kg)	2,747,197	87,489
Distance of shoreline Cleaned (km)	8,648.9	1,772

Top 5 Items Recovered in 2007

2007 Rank	Items	Number of Items Collected
1	Cigarettes/Cigarette Filters	270,756
2	Food Wrappers/Containers	106,139
3	Bags	79,646
4	Caps, Lids	55,050
5	Beverage Cans	36,631

All the litter found during the TD Great Canadian Shoreline Cleanup is recorded and tallied by the Vancouver Aquarium. The tallied data is forwarded to the International Coastal Cleanup to contribute to worldwide results. This data helps create awareness and change behaviours that lead to littering.

For more information, including a list of shoreline cleanups taking place in your area, contact:

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